

ENVIRONMENTAL MARKETING - ELEMENT FOR ASSERTING THE MANAGEMENT OF SUSTAINABLE DEVELOPMENT

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Abstract: *This paper presents a theoretical approach where the concept of sustainable development is integrated in terms of environmental marketing and sustainable development management. All these concepts are defined by showing the links between them, how they relate, finally leading to the objectives of firms in terms of sustainable development. The paper also presents the role of environmental marketing, asserting its importance as a tool for sustainable development management. Given the development and implementation of appropriate policies and strategies, ecological marketing can be used to increase process efficiency of sustainable development management, simultaneously with achieving market investigation for the company's adaptation to the dynamics of the marketing environment.*

Key words: *environmental marketing, management of sustainable development, sustainable development, environmental marketing management.*

1. The concept of sustainable development

The concept of sustainable development belongs to the new theory of economic development that has detached and individually set as a theoretical autonomous body in the 50s - 60s.

In 1972 in Stockholm, the first United Nations Conference on development tackled the topic of eco-development. Although used in the early 80s at the International Conference on Environmental Conservation, the term sustainable development was launched with the publication of the Brundtland

Report of the World Commission on Environment in 1987 entitled "Our Common Future". In the opinion of this report, sustainable development is seen as that kind of development that meets the needs of the present, without compromising the ability of future generations to meet their own.

The concept of sustainable development was accepted at the conference on the same subject, organized by the United Nations in Rio de Janeiro in 1992. The UN project entitled "Millennium Development Goals" expresses eight global objectives for 2050. The document also shows how

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they can be measured and become operational. A number of indicators were developed, which provide the understanding, measurement and management of sustainable development.

Also, there were developed models for the analysis and treatment of sustainable development scenarios. The models aim at fighting the deterioration of the environment and seeking solutions for the preservation and maintenance of ecological balance according the social, economic and environmental goals for the sustainable development of the society.

Sustainable development represents a model based upon the idea of accepting the limits of evolution and development. By building the model parameters, one can control the position and magnitude of these limits. The alternative to accept the limits proves to be the best long-term decision.[5]

2. Introduction to sustainable development management

The management of sustainable development is the process that anticipates, coordinates, leads, plans, evaluates and controls the activities of change in which the exploitation of resources, coordination of investments, technical development and institutional changes are compatible and allow the current generation needs without compromising the opportunities of future generations [3].

Sustainable development aims to balance environmental protection and conservation, economic growth and social equity.

The management of sustainable development requires companies to focus on the realistic maximization of environmental concerns.

Social objectives for sustainable development have become strategic issues, while the firms and the society assume social responsibility for their actions. The economic objectives of sustainable

development relate to traditional cost-benefit analysis at both micro- and macroeconomic level. The environmental objectives of sustainable development management refer to energy consumption, impacts on biodiversity, greenhouse gas emissions, global warming, pollution, etc.

An important aspect is to integrate the environmental dimension in the economic analysis.

The management of sustainable development recognizes and supports the interrelationship between the economic, social and ecological environment. Sustainable development involves the development and control of capital flows, labour, raw materials, technology, information, goods and services of the company outside the national borders. Sustainable development management evolves over some coordinates triggered by global environmental characteristics that determine specific features and functions.

Environmental strategies and policies are important elements in the management of sustainable development, through which it seeks and ensures the fundamental issues of sustainable development.

In the strategic vision, the sustainable development of a company plays an important role. This requires the firm to be concerned with environmental issues more than their competitors, to voice their concerns in the field of environmental protection, to show consumers, investors and society as a whole, that environmental issues are taken seriously and their actions lead to positive results. Acting like this, the company can benefit from significant competitive advantages.

Sustainable development policies are integrated into the national socio-economic policies, falling within the coordinates set by the European Union.

The sustainable development policy is defined as the science of optimally using

all company resources, in order to achieve all the objectives efficiently and effectively.

Sustainable development strategies use these complex systems in order to achieve equilibrium between the economic development, natural resources and environmental protection. Thus, at present, knowledge of the influence and implications on the environment is a mandatory requirement to be integrated into strategic business analysis for adaptation to the particularities of the environment [8].

3. Environmental marketing - element of asserting the management of sustainable development

There is some interdependence between environmental marketing and sustainable development, management, characterized by dynamic, rapid and unpredictable changes. Green marketing is a tool for sustainable development (Petrescu, I., 2009).

Environmental marketing is a systematic process that leads to knowledge of the sustainable development market.

Environmental marketing studies uncertain attitudes, where information is difficult to control and means taking risks in formulating objectives in environmental marketing programs.

To raise the effectiveness of sustainable development activities through environmental marketing the following need to be met: optimization of sustainable development management, organization and optimization of scientific research, a fair allocation of human, material and financial resources allocated to sustainable development.

For the implementation of appropriate policies and strategies, ecological marketing can be used to increase the efficiency of the process of sustainable development, simultaneously with market

investigation and consumer needs to adapt the firm to the dynamic marketing environment.

Integration of environmental marketing into the management of sustainable development

Environmental marketing approaches a complex issue, oriented towards the active study of the environmental market and the sustainable development of the company.

Green marketing, through its theoretical and practical aspects, plays an important role in improving the company's sustainable development activity in line with market demands [3].

The activities of the companies regarding environmental marketing issues require the integration of the environmental marketing concept at all levels of the sustainable development process.

To achieve this goal, the following aspects must be taken into account:

- the integration of environmental policies and environmental marketing strategies to market demands for sustainable development and sustainable environmental management.
- the orientation of marketing activities towards satisfying environmental market needs.
- the integration of the communication flow in environmental marketing with the sustainable development management.

It is also necessary to conduct a situational analysis of all environmental issues in marketing management for the sustainable development of the company.

This analysis aims at understanding all existing relationships within the complex activities of environmental marketing. It also requires the evaluation of past achievements and failures of the company, their causes, and determining the responsibilities of the management team and company personnel in matters related to environmental marketing.

Based on this analysis, measures are adopted to implement environmental marketing [3].

The assessment of environmental marketing perspective is achieved by:

- the elaboration of the overall strategy on sustainable development.
- the correlation of the overall strategy of the company with the environmental marketing strategy.
- the achievement of the system to contact participants in sustainable development management.
- the organization of the environmental marketing department in the department for sustainable development.

Managerial behaviour for sustainable development in environmental marketing

The management process of environmental marketing is a set of activities by which the manager provides, organizes, coordinates and controls the activity of the organization in order to achieve sustainable development objectives [3].

The scope and intensity of the management process in environmental marketing exhibits a dependency relation with the company management activities. The environmental marketing program is the written form of marketing strategy of the company including all the activities to be performed, the steps to be approached, the most important steps to be taken in order to achieve sustainable development objectives.

Setting marketing objectives in environmental management from the perspective of sustainable development

There are many causal and influence factors that are necessary to establish ecological marketing objectives. Through objectives, managers focus on areas and activities that are important in environmental marketing and they ensure the precise and accurate identification of

the objectives of sustainable management in the company.

Ecological marketing objectives should be specific, quantifiable and measurable. The objectives should lead to increased efficiency in environmental marketing and fast and efficient adaptation to the changes in the market.

Green marketing and eco - industries markets

Environmental management and the use of ecological marketing as a management tool make it necessary the knowledge of the ecological market, the company coordinates, mechanisms, laws and trends occurring in the evolution of this market.

The environmental market is reflected in the relations arising in the environmental marketing management, and the content is given by its two categories, namely supply and demand. The market principles led to the reshaping of sustainable development management by reconsidering the beneficiaries more as partners than as consumers. The difference between users and partners is highlighted by the difference between traditional management based on uniformity in the process of actions and sustainable development activities and marketing management. This is based on encouraging responsiveness to the needs of sustainable development. To exert a strong influence on the ecological market, it is necessary to have a strong management policy. The environmental marketing policies formulated must influence the level and structure of the demand, structure the offer in order to build upon the company benefits and in order to increase the efficiency of its actions.

There are required correct sizing of the capabilities offered, the level of material, the financial and human resources, so that they can dominate the competition on the market.

In order to estimate the market position, the management of sustainable development can use specific environment marketing tools that can forecast the market, measure the potential of the demand and design new ecological products. In order to increase efficiency and gain a good market position, it is necessary to achieve the correct positioning of the company.

The market positioning of the company shall have as its starting point the way consumers perceive its value compared to the competition and choose between several offers. Starting from this classification, the company may take the following steps to elaborate the environment marketing policy and the sustainable development management.

In conclusion, the objective to achieve sustainable activities in an environment-oriented company, which the management of sustainable development must achieve through the policies and strategies developed, is closely related to its ability to develop and implement a marketing view [3].

The marketing vision increases the interest in environmental marketing management or sustainable development and implies the requirement to guide the company's activity in order to adapt it to the economic and social environment, to the dynamism, directions and forms of evolution of this medium.

The main feature of the environmental marketing management in the sustainable development and at the same time the extent of achieving objectives and measure success on the market is given by the ability to link the marketing system of the company to its information system [3].

3. Conclusions

Knowing the influence and implications of the environment on the activities of the firm is a prerequisite to be integrated into strategic business analysis for adapting to

the particularities of the natural environment. The natural environment is an important factor along with other factors that make up the external environment of the enterprise. The increasing interdependence and influence of environmental factors on the company's activities determined the extension of their concerns also from the perspective of the natural environment in which they operate.

The last decade has been characterized by the fact that organizations have changed their behaviour, their responsibility in terms of environmental protection by establishing their own environmental policies, objectives and means to achieve them from a much larger strategic vision.

The market success can be achieved in the present context through the companies' concern to achieve superior performance. These achievements lead to improved company image, with direct economic effects, by using environmentally friendly technologies with reduced material and energy consumption, by reducing costs for depollution.

Not least, the company's success influences consumers who are sensitive to environmental issues and who prefer "clean" technologies, avoiding products that endanger health and affect environment during the manufacture, usage or after usage.

Thus, acting to protect the environment, the company ensures its competitive position and improves its image, which leads to the conclusion that the foundation and application of environmental policies is an essential component of business success.

The management of sustainable development can use specific environment marketing tools, which can forecast the market, can measure the potential of demand, and new ecological products can be developed.

For using green marketing as a management tool, it is necessary to know the ecological market, the company coordinates, the mechanisms, laws and trends occurring in the evolution of this market, in order to increase efficiency and gain a good position on the market.

In conclusion, the objectives of achieving sustainability of environment-oriented companies are closely linked to their ability to develop, implement and integrate environmental marketing in the general management of the company.

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